

USE OF DIGITAL MARKETING MECHANISMS IN FARM DEVELOPMENT

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ABSTRACT:

This article analyzes the factors aimed at forming a marketing mechanism and increasing the competitiveness of farms in the agricultural sector. The study examines the main aspects of developing an effective marketing mechanism for farms, using digital technologies and innovative marketing tools, market segmentation, pricing policy, and branding. The study also covers practical methods and approaches necessary for the successful sale of farm products in the market and increasing their competitiveness, including issues of environmentally friendly products and quality improvement.

Keywords: Farms, marketing mechanism, competitiveness, market segmentation, digital marketing, branding, pricing policy, environmentally friendly products, digital technologies, innovative approaches, sales strategies, improving product quality, market analysis, marketing tools, economic efficiency.

INTRODUCTION

In today's rapidly developing market economy, with the rapid change of the external environment and the increasing complexity of the market activities of enterprises, it is important to constantly monitor and evaluate the effectiveness of business processes, consumer needs, and improving the quality of service in all aspects, including marketing services. The need to develop effective marketing strategies for the successful operation of farms in the agricultural sector in the region, primarily to adapt to market requirements and increase their competitiveness, is increasing day by day. Farms are mainly engaged in the production and marketing of agricultural products. However, today, increased competition, rapid changes in market conditions, and diversification of consumer demands create the need for farmers to develop new marketing approaches. To increase the competitiveness of farms, it is important to

correctly formulate marketing strategies, successfully launch products on the market, use branding and modern marketing tools.

Today, agricultural products, in turn, are successfully sold on the market and bring greater income to farmers. When forming marketing strategies for farms, it is necessary to conduct market analysis, study consumer needs, and analyze the activities of competitors. This will allow farmers to quickly adapt to changing market conditions and increase their competitiveness. Market analysis and effective use of marketing tools will create significant advantages for farmers in the process of selling products and creating a brand. At the same time, farmers need to form effective marketing strategies to successfully sell their products and meet market demands, and increase their competitiveness using digital technologies and innovative marketing methods. In turn, these approaches will help increase the economic efficiency of farms, bring them to a wider market, and ensure economic stability. Therefore, the study of factors for forming marketing strategies and increasing competitiveness in farms is one of the important research areas in agriculture today. This article analyzes the main approaches and methods needed to form a marketing strategy for farms and increase their competitiveness.

LITERATURE REVIEW AND METHODOLOGY

This study uses several methodological approaches to formulate a marketing strategy in farms and identify factors that increase competitiveness. The main objective of the study is to identify the methods and strategies necessary for the effective organization of marketing activities of farms and increasing competitiveness in market conditions.

Peter Drucker's work "Innovation and Entrepreneurship" highlights the importance of entrepreneurship in the implementation of innovative approaches within clusters and cluster management (Drucker, 1977). In his teaching, the use of innovations and technologies is considered an important factor in the development of agroclusters.

RESULTS

As the first stage of the study, the existing scientific literature and research were analyzed, and the works of Uzbek and foreign scientists on agricultural marketing, increasing competitiveness, market analysis and the development of marketing mechanisms are studied. At this stage, the main attention is paid to analyzing the factors influencing the marketing strategies of farms, modern marketing tools and market demands.

Questionnaires and interviews:

In our article, questionnaires and interviews are conducted to study practical skills for creating a marketing mechanism for farms and increasing competitiveness. Questionnaires are conducted among farmers, agricultural specialists and marketing experts. This process helps to identify the marketing strategies used by farmers and the difficulties in increasing competitiveness in the market. Also, through interviews, detailed information is obtained about the problems that arise in practice and their solutions.

Market analysis:

The study uses the main methodological approaches to market analysis. Market segmentation, consumer needs and competitors' activities are studied. In order for farms to be successful in selling their products, it is necessary to analyze market conditions that help increase competitiveness. The study provides an in-depth analysis of current market conditions, changes in supply and demand, pricing policy, and the importance of branding.

Qualitative and quantitative analysis:

The study uses qualitative and quantitative methods together. Qualitative methods are used to study the problems that arise in the correct formation of marketing strategies of farms and in increasing their competitiveness. Quantitative methods are used to measure the effectiveness of marketing strategies, the economic impact of increasing competitiveness, and the level of success in adapting to changing market conditions. This methodology allows for practical results to be obtained in terms of increasing the effectiveness of marketing strategies and increasing their competitiveness.

Expert assessment:

At the final stages of the study, an expert assessment is conducted by marketing specialists and agricultural experts. The results obtained with the help of experts are analyzed and practical recommendations are developed to form effective marketing strategies in the agricultural products market and increase competitiveness.

Development of practical recommendations and strategies:

Based on the results of the study, practical recommendations are developed for forming marketing strategies in farms and increasing their competitiveness. These recommendations will help to overcome difficulties in implementing marketing strategies and help farmers successfully operate in market conditions. Thus, the study deeply studies methodological approaches to the formation of marketing strategies and increasing competitiveness in farms, tools used in practice, and the effectiveness of

market analysis. The results of the study provide farmers with practical recommendations on the correct formation of marketing and increasing competitiveness.

CONCLUSION

This article examines the factors that contribute to the formation of a marketing mechanism and increase competitiveness in farms. The results of the study showed that there are a number of key factors for the effective organization of marketing activities of farms, strengthening their position in the market and increasing competitiveness. Proper market segmentation, improving product quality, producing environmentally friendly products, using digital marketing and online trading platforms play an important role in the successful operation of farms. The results of the study showed that the effective implementation of marketing strategies allows farmers to quickly adapt to market conditions, reach a wider audience and increase competitiveness. Market analysis, studying consumer demands and the correct use of marketing tools are necessary for farms to capture the market and create demand for their products.

Farmers can add value to their products by implementing branding and digital technologies to increase competitiveness, as well as improving market segmentation and optimizing pricing policies. The key areas identified in the study include important methodologies that farmers should use when formulating marketing strategies.

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